

Message Text

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ORIGIN EB-08

INFO OCT-01 EUR-12 IO-13 ISO-00 COME-00 STR-07 AID-05
CEA-01 CIAE-00 EA-10 FRB-03 INR-10 NEA-11 NSAE-00
OPIC-03 SP-02 TRSE-00 LAB-04 SIL-01 AGRE-00
OMB-01 SS-15 SSO-00 INRE-00 ICAE-00 /107 R

DRAFTED BY EB/OT/TA:CJACOBINI:PRM
APPROVED BY EB/ITP:WBARRACLOUGH
COMMERCE:RFRANCIS
EUR/NE:DGOODMAN
STR:HLAWRENCE
EUR/RPE:PLAASE

-----058215 272235Z /64

O R 272154Z JUN 78
FM SECSTATE WASHDC
TO AMEMBASSY LONDON IMMEDIATE
INFO AMEMBASSY PARIS
USMISSION GENEVA

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OECD

E.O. 11652: N/A

TAGS: ETRD, OECD, MTN, US, UK

SUBJECT:UK TELEVISION SCREEN TIME QUOTAS

REF: (A) LONDON 9052, (B) PARIS 16960, (C) LONDON 8388
(D) STATE 128768, (E) LONDON 8865

1. IN LIGHT OF INDEPENDENT STATUTORY AUTHORITY OF THE IBA
TO REGULATE PRIVATE BROADCASTING IN THE UK, WE THINK THAT
BEST WAY TO PROCEED IN THIS MATTER IS TO ARGUE THAT REDUC-
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TION IN FOREIGN SCREEN TIME QUOTAS IS IN VIOLATION OF
INTERNATIONAL OBLIGATIONS HMG HAS UNDERTAKEN IN THE OECD
INVISIBLES CODE. WE UNDERSTAND IBA MAY BE TAKING A
DECISION BY JULY 1.

2. WE THEREFORE REQUEST THAT THE EMBASSY MAKE FOLLOW-UP
APPROACH TO THE FOREIGN OFFICE. EMBASSY SHOULD USE INFOR-

MATION IN REF B (PARIS 16960) AND MAKE FOLLOWING POINTS.

A. HMG HAS UNDERTAKEN INTERNATIONAL OBLIGATION UNDER THE OECD INVISIBLES CODE (SECTION E AND ANNEX IV TO ANNEX A) WHICH IN OUR OPINION OBLIGATES HMG NOT TO REDUCE TELEVISION SCREEN TIME QUOTA ALLOTTED TO FOREIGN FILMS.

B. WITH REGARD TO PARAGRAPH 3 OF LONDON 9052, EMBASSY SHOULD NOTE THAT U.S. FILM DISTRIBUTORS ARE FORCED BY THE RESTRICTIVE SCREEN TIME QUOTA ALLOTTED TO FOREIGN FILM TO SELL AT REDUCED PRICES IN ORDER TO PLACE THEIR PRODUCTS ON UK TELEVISION. INDEPENDENT BRITISH TELEVISION STATIONS ARE ALLOWED TO SCREEN FOREIGN FILM DURING ONLY 14 OF SCREEN TIME, WHILE U.S. TELEVISION FILM DISTRIBUTORS HAVE THE CAPABILITY TO SUPPLY A MUCH LARGER PERCENTAGE OF THE MARKET. BY RESTRICTING THE MARKET WITH A SCREEN TIME QUOTA THE IBA HAS CREATED A BUYERS' MARKET THAT HAS SEVERELY DEPRESSED PRICES. WE HAVE ASSUMED THAT ONE OF THE REASONS FOR THE SCREEN TIME QUOTA WAS TO KEEP PRICES OF FOREIGN FILMS BELOW THEIR MARKET PRICE IN ORDER TO BENEFIT THE INDEPENDENT BRITISH TELEVISION STATIONS.

C. WE HOPE THE IBA AND OTHER APPROPRIATE AUTHORITIES WILL CONSIDER HMG'S OBLIGATION UNDER THE INVISIBLES CODE WHEN THE DECISION ON THE PROPOSED SCREEN TIME GUIDELINES IS MADE.

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3. FYI: IF EMBASSY DOES NOT HAVE A COPY OF THE INVISIBLES CODE, ONE MAY BE PURCHASED AT H.M. STATIONERY OFFICE, P.O.B. 569 LONDON, SE1 9 NH, PH 01-928-6977, EXT. 410, OR AT 49 HIGH HOLBORN, LONDON WC1V 6 HB. LATEST EDITION OF THE CODE IS DATED DECEMBER 1976. VANCE

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Message Attributes

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Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION
Control Number: n/a
Copy: SINGLE
Draft Date: 27 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Film Number: D780266-0895
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780614/aaaaamlf.tel
Line Count: 100
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Litigation Codes:
Litigation History:
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Message ID: 2d6ae57e-c288-dd11-92da-001cc4696bcc
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Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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TAGS: ETRD, US, UK, OECD, MTN
To: LONDON
Type: TE
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